

NORWICH DOLLAR DAY

WEDNESDAY, AUGUST 23, 1922

THE DAY FOR BIG VALUES



The Biggest Shopping Event of the Season FOR EASTERN CONNECTICUT

ONE HUNDRED PROGRESSIVE MERCHANTS OF NORWICH ARE CO-OPERATING IN ANOTHER BIG TRADE EVENT NEXT WEDNESDAY — BARGAINS AS ADVERTISED AND SEASONABLE MERCHANDISE AT SAVING PRICES ARE THE SLOGANS — THOUSANDS OF EASTERN CONNECTICUT PATRONS WILL CROWD NORWICH STORES TO LIMIT CAPACITY WEDNESDAY, DOLLAR DAY.

One hundred live and progressive merchants of Norwich have once again combined for the purpose of giving the shopping public of Eastern Connecticut another Dollar Day. Wednesday, August 23rd, is the date set for the Dollar Day, which will, without doubt, prove the biggest shopping event of the season for the eastern part of the state. "Norwich Dollar Day" needs no introduction to the public, for it has time and again proven its worth as a money-saver for the thousands who visit the local stores on that day. Since the idea of Norwich Dollar Day was conceived by the progressive merchants of the city, the buying public for miles around Norwich have heartily welcomed the advent of Dollar Day with its more than worthwhile reductions in prices.

The thousands of men, women and children who have visited the stores of Norwich on similar events in the past have been convinced beyond a doubt that "Bargains Advertised" are found in every store. And they are all aware that "Seashell Merchandise at Saving Prices," one of the slogans adopted by Norwich Dollar Day merchants, is a fact and not a myth.

It is not necessary to say that the merchants of Norwich will live right up to the prices they advertise. Anyone who has ever visited Norwich on Dollar Day knows rock-bottom prices and high quality goods are to be found in every store that joins in the movement.

The merchants of the Dollar Day movement are asking you, the buying public, to unite with them in making this event one of the biggest and most successful events of its kind ever held in Norwich. Read the advertisements in this issue and notice the big cuts in prices. See that a dollar will buy you on Dollar Day and see what aollar will save you provided you take advantage of the bargains offered.

Norwich Dollar Day will mean a saving to every family in all of New London, Windham and Tolland counties, there will be bargains and plenty of them for men, women and children.

High quality, the best that can be found, and a wide variety of good are offered, while bargains such as cannot be found in stores even in the largest cities are revealed in these columns.

REMEMBER—
All Dollar Day
Stores Will Open
At 9 A. M. Sharp
Wednesday,
August 23rd.



REMEMBER—
BARGAINS ARE
SNAPPED UP
QUICKLY ON
DOLLAR DAY
SO COME EARLY
WEDNESDAY,
AUGUST 23RD.

STANDARD OPENING HOUR FOR ALL DOLLAR DAY STORES, ANNOUNCED AS 9 A. M. SHARP. OUT OF TOWN PATRONS GIVEN EQUAL CHANCE WITH RESIDENTS OF NORWICH TO SHARE BENEFITS OF BIG BARGAIN OFFERS. NORWICH STORES PREPARING FOR BIG RUSH WHEN DOORS ARE THROWN OPEN WEDNESDAY MORNING, AUGUST 23RD.

The Norwich merchants have agreed among themselves not to open their doors for business on Dollar Day, Wednesday, August 23rd, until 9 A. M., this in order that the city buyer will have no unfair advantage over the suburban patron. This will give the out-of-town patrons an opportunity to get to Norwich in time for the opening of the stores.

If the stores were to open at an earlier hour in the morning some of the out-of-town patrons would not be able to beat the hand and would undoubtedly feel that they would lose out on a number of the best bargains. A standard opening hour means fair play for everyone.

There is one more thing for the shopping public to bear in mind on the regulations for Norwich Dollar Day, which practically all subscribers to the Dollar Day movement have adopted. This is that no mail or telephone orders will be received for the Dollar Day offerings. The reason is obvious. The Dollar Day plan is a movement to benefit home patrons, but at the same time, advertise the opportunities and advantages offered by Norwich as a trading center for Eastern Connecticut. Unless the people come to the city and visit the stores much of the advertising value of the day would be lost.

Moreover, many of the Dollar Day special offerings may be limited in quantity and it would scarcely be fair to permit the patrons to order by telephone some of the best values in the stores, resulting in disappointment to customers who might have, at great personal inconvenience, come to the city in order to be on time at the opening hour for the particular purpose of securing some of these advertised goods.

Put the Norwich Dollar Day date down on your calendar, Wednesday, August 23rd. Come early for the bargains that will be placed on counters of the merchants promptly at 9 o'clock that morning with adequate forces of obliging clerks ready to help you see that your wants are filled.

Make your visit to Norwich not only one of business but of pleasure as well. Invite your neighbors and friends from surrounding towns to visit Norwich on Dollar Day.

As a final word, remember that every dollar saved is one dollar earned. You cannot afford to miss this opportunity to get double value for your money.

Following Is a List of the Live Merchants and Business Houses of Norwich That Will Offer Special Dollar Day Values

ABELING-BUEBEE CO.	GOLDBEATT, AARON	OLDFIELD CO., LTD.
ABLEMAN SHOE CO.	HAGBERG, CHARLES A.	PROVIDENCE BAKERY
ANGELOS, PETER	HOUSEHOLD, THE	PETERSON, G. E.
BROCKTON SHOE STORE	HUGHMAN, BROS.	PRESTON, BROS.
BRUGENKE, HERMAN	HAWKINS, THE FLORIST	POELOCK, LOUIS
BLISS, JOHN AND GEO. H.	HERSCHEL TIRE & RUBBER CO.	PASNER, CO.
BOSTON STORE	KIES SHOE CO., GEO. W.	PLAUX-CADDEN CO.
BARROWS SHOE STORE	KAMSLER, S.	PRINCELESS, G. V.
BUTTER, ART AND GIFT SHOP	LEE & OSGOOD CO.	POLEZIUS & MITCHELL CO.
BROADWAY SMART-SHOP	LEROUX'S DRUG STORE	QUEEN & DESMOND
BROOKLYN OUTFITTERS	LYONS CO., THE	RE CLAIR CANDY SHOP
BLUMENTHAL, MEYER	LAWN HARDBACKERY	HALOMON'S SURFSIDE GROCERY
BARSTOW, J. P. & CO.	MADDEN, GEO. P.	SCHWEITZER, FURNITURE CO.
CHELSEA LUNCH	MAURICE SAMPLE SHOP	SELLAS, LUMINAR
COLLINS' MILLINERY	MOHICAN CO.	SELESTINE, SPA
COMMUNITY BAKERY	MOHICAN RESTAURANT	SHIRK & SIEBURK
COSCOGOV, J. P. & CO.	MURPHY & McGARRY	SHULTZ-CLARK, LEATHERGOOD CO.
CITY LUNCH	MARA, JAMES O.	SWANSON, R. H.
CLEGG, LEE	MACPHERSON, JAMES O.	SWERD'S DRUG STORE
CRANSTON CO.	MARSHALL, L.	TANNET, CONFECTIONERY
CHOCOLATE SHOPPE	MANHATTAN, INC.	TALKING MACHINE SHOP
CARON'S SPECIALTY-SHOP	MODEL BOOTS'RIN	THOMAS' DRUGSTORE
BUNNY, JAMES H.	MORLEY, P. J.	THOMPSON, SPERLING
DIRECT IMPORTING CO.	NORWICH ELECTRIC CO.	THOMPSON, SPERLING
DISCO BEGS.	NEW WAIST SHOP	THOMPSON, SPERLING
EAGLE CLOTHING CO.	NATIONAL CLOTHING CO.	THOMPSON, SPERLING
EATON CHASE CO.	NORWICH BARGAIN HOUSE	THOMPSON, SPERLING
GATELY & BRENNAN	NORWICH FUR CO.	WHITE STAR CLOTHING CO.
GRAND SALE REMNANT STORE	NOVICE, DAVID	WOODSTOCK DAIRY
GILBERT & SONS, N. S.	O'NEILL, W. H.	WILLIAMS-THOMAS & SUPPLY CO.
GOTTHELF & CO.	McGREGORY ELECTRIC CO.	